

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 6, 1998

RJR Account #204600

Mr. G. Louras  
SAM FRANK, INC.

**MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027**

Dear Gus:

*DORAL* pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

<u>DORAL BRAND STYLES</u>	<u>#/ (6M) Cases</u>	<u>UPC Code</u>
<i>Light</i>	<u>8</u>	12300-24995
<i>Light 100</i>	<u>8</u>	12300-24996
<i>Full Flavor 100</i>	<u>8</u>	12300-24997
<i>Ultra Light 100</i>	<u>8</u>	12300-25051
<i>Light Menthol</i>	<u>4</u>	12300-24998
<i>Light Menthol 100</i>	<u>4</u>	12300-25050
<i>Full Flavor Box King</i>	<u>4</u>	12300-25055
<i>Light Box King</i>	<u>4</u>	12300-25056

Product Arrival:

**March 2, 1998**

Ship Date to Retail:

**Week of: March 9, 1998**

EFT \$ Amount:

**\$14,823.65**

**Promotion Description:**

'Pre-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

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A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$6.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$144.00 (24 (12M) case(s) @ \$6.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

L. E. MacWilliams

Enclosure: Customer List  
Promotional Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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**DIRECT ACCOUNT CUSTOMER LIST****DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027**

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

							#/ CARTONS PER STYLE										
							D O R A L										
S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162302	162320	636227	APOLLO FUELS	RT 149	PAWLET	VT	30	30	30	30	15	15	15	15	204600	SAM FRANK INC	
162302	162320	657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT	30	30	30	30	15	15	15	15	204600	SAM FRANK INC	
162302	162320	776167	WELLS TRADING POST	ROUTE 30 BOX 56	WELLS	VT	30	30	30	30	15	15	15	15	204600	SAM FRANK INC	
162302	162325	114581	NEXT DOOR	RT 7	POWNALE	VT	60	60	60	60	30	30	30	30	204600	SAM FRANK INC	
162302	162325	386834	N BENNINGTON VARIETY	BANK STREET EXT	N BENNINGTON	VT	30	30	30	30	15	15	15	15	204600	SAM FRANK INC	
162302	162325	623997	SARGENT'S SHORT STOP	300 MAIN ST	BENNINGTON	VT	30	30	30	30	15	15	15	15	204600	SAM FRANK INC	
162302	162325	114544	SMOKERS DEN	HUNT STREET	BENNINGTON	VT	30	30	30	30	15	15	15	15	204600	SAM FRANK INC	
							8	8	8	8	4	4	4	4	TOTAL CASES		

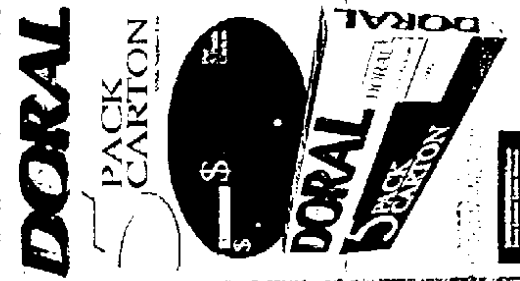
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# DORAL

## COMING TO A Theater Near You The DORAL Campaign Gives You The Most Exciting Way To Save!



...the DORAL 5-PACK CARTON, 17" x 36" paper  
...along with offering  
...marketing opportunities



### Floor Display

...the DORAL 5-PACK CARTON

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### 5-Pack Replica

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### 5-Pack Replica

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